IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently amended) A ~~computer-implemented~~ method in an auction between a plurality of potential bidders, comprising:

generating a sequence of values ~~for a buyer comparative bid parameter~~;

creating a buyer view of the auction that includes a first value included in the sequence of generated values;

prior to displaying a price to a first potential bidder, <u>using a processor to</u> transform[[ing]], using a characteristic associated with a quality of an auction item, said first value into a first bidder comparative bid parameter value;

creating a first bidder view of the auction, for <u>display to</u> said first potential bidder, that includes the first bidder comparative bid parameter value;

prior to displaying a price to a second potential bidder, transforming said first value into a second bidder comparative bid parameter value;

creating a second bidder view of the auction, for <u>display to</u> said second potential bidder, that includes the second bidder comparative bid parameter value.

2. (Previously presented) The method of claim 1, wherein generating a sequence of values comprises predefining a series of price increments or decrements.

3. (Previously presented) The method of claim 2, wherein generating a sequence of values further comprises changing said predefined series of price increments or decrements in real-time during the auction.

4. (Previously Presented) The method of claim 1, wherein transforming comprises performing one of a linear transformation, non-linear transformation, and lookup table transformation.

5. (Previously Presented) The method of claim 1, wherein transforming comprises performing a combination of linear, non-linear, and lookup table transformations simultaneously.

6. (Currently amended) A machine readable medium having stored thereon executable code which causes a machine to perform a method to conduct an auction between a plurality of bidders, said method comprising:

generating a sequence of values ~~for a buyer comparative bid parameter~~;

creating a buyer view of the auction that includes a first value included in the sequence of generated values;

prior to displaying a price to a first potential bidder, transforming, using a characteristic associated with a quality of an auction item, said first value into a first bidder comparative bid parameter value;

creating a first bidder view of the auction, for <u>display to</u> a first potential bidder, that includes the first bidder comparative bid parameter value;

prior to displaying a price to a second potential bidder, transforming said first value into a second bidder comparative bid parameter value;

creating a second bidder view of the auction, for <u>display to</u> said second potential bidder, that includes the second bidder comparative bid parameter value.

7. (Previously presented) The medium of claim 6, wherein generating a sequence of values comprises predefining a series of price increments or decrements.

8. (Previously presented) The medium of claim 7, wherein generating a sequence of values further comprises changing said predefined series of price increments or decrements in real-time during the auction.

9. (Previously presented) The medium of claim 6, wherein transforming comprises performing one of a linear transformation, non-linear transformation, and lookup table transformation.

10. (Previously presented) The medium of claim 6, wherein transforming comprises performing a combination of linear, non-linear, and lookup table transformations simultaneously.

11-15. (Cancelled)

16. (Currently amended) A system for conducting an auction between a plurality of bidders, comprising:

a processor; and

a memory coupled with the processor, wherein the memory is configured to provide the processor with instructions which when executed cause the processor to:

generate a sequence of values ~~for a buyer comparative bid parameter~~;

create a buyer view of the auction that includes a first value included in the sequence of generated values;

prior to displaying a price to a first potential bidder, transform, using a characteristic associated with a quality of an auction item, said first value into a first bidder comparative bid parameter value;

create a first bidder view of the auction, for <u>display to</u> a first potential bidder, that includes the first bidder comparative bid parameter value;

prior to displaying a price to a second potential bidder, transform said first value into a second bidder comparative bid parameter value;

create a second bidder view of the auction, for <u>display to</u> said second potential bidder, that includes the second bidder comparative bid parameter value.

17. (Previously presented) The system of claim 16, wherein generating a sequence of values includes predefining a series of price increments or decrements.

18. (Previously presented) The system of claim 17, wherein generating a sequence of values includes changing said predefined series of price increments or decrements in real-time during the auction.

19. (Previously presented) The system of claim 16, wherein transforming includes performing one of a linear transformation, non-linear transformation, and lookup table transformation.

20. (Previously presented) The system of claim 16, wherein transforming includes performing a combination of linear, non-linear, and lookup table transformations simultaneously.

21-46. (Cancelled)